

OFFICIAL PROGRAM AND SCORE CARD • FIFTEEN CENTS

Red Sox



FENWAY PARK — 1960

These real pros smoke
America's real cigarette...

CAMEL



WARREN SPAHN, Milwaukee Braves, "You can't beat Camels for rich, good taste."



TED KLUSZEWSKI, Chicago White Sox, "They give me real smoking satisfaction."



MILT PAPPAS, Baltimore Orioles, "I go for Camel's easy-going mildness."



WHITEY FORD, N. Y. Yankees, "They've been my smoke for many, many years."

The best
tobacco
makes
the best
smoke



PETE RUNNELS, Boston Red Sox, "Richer flavor's the reason I smoke Camels."



R. J. Reynolds
Tobacco Co.,
Winston-Salem, N.C.

Have a real
cigarette...

have a **CAMEL**

KNICKERBOCKER

*satisfies
your thirst
for living!*



Live a little!
Have a
Ruppert
Knickerbocker!

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WELCOME TO FENWAY PARK

The Boston Red Sox extend a cordial welcome to the baseball fans of New England and visitors to this area from other sections of the nation and the world.

Red Sox fans are registered in our book as among the most loyal and appreciative in the country. The comfort of these people always is a prime requisite with the Red Sox management in the continual upkeep and maintenance of Fenway Park as an outstanding sports stadium.

It is Red Sox policy to attempt at all times to reward the patronage and support of our fans with the best in baseball in every way.

New England's Largest Pontiac Factory - Direct Dealer

#1

IN

**SALES
SERVICE
SATISFACTION**

"30 DAY TRIAL ON ALL USED CARS"

Dick Russell

PONTIAC



VILLAGE

860-870 Commonwealth Avenue — Boston — RE 4-0700 — Open Evenings

Cy Doline, General Manager

BE **REALLY** REFRESHED!



America's
preferred taste...

Puts you at your
sparkling best

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

SIGN OF GOOD TASTE

NIGHT GAMES AT FENWAY PARK

(Starting Time 8:15 P.M.)

Baltimore	New York	Washington	Chicago	Cleveland	Detroit	Kansas City
Aug. 19	Aug. 17	Sept. 2	July 26 Aug. 26	July 22 Aug. 23	July 29 Aug. 30	Aug. 2

RED SOX MANAGER



MIKE HIGGINS



Our Proudest
and Finest
for you to Give



AVAILABLE AT ALL GOOD STORES EVERYWHERE



Another great prize is a drink of Four Roses

FOUR ROSES DISTILLERS COMPANY, N.Y.C. BLENDED WHISKEY • 86 PROOF • 60% GRAIN NEUTRAL SPIRITS.

RED SOX ALL-TIME RECORDS

BATTING

Average (Ted Williams, 1941).....	406
Streak (Dom DiMaggio, 1949).....	34 Straight Games
Home Runs (Jimmy Foxx, 1938).....	50
Runs Batted In (Jimmy Foxx, 1938).....	175
Hits (Tris Speaker, 1912).....	222
Runs (Ted Williams, 1949).....	150
Stolen Bases (Tris Speaker, 1912).....	52
Bases on Balls (Ted Williams, 1947-1949).....	162
Most Strikeouts (Jimmy Foxx, 1936).....	119

PITCHING

Games Won (Joe Wood, 1912).....	34
Games Lost (Charley Ruffing, 1928).....	25
Most Games (Ellis Kinder, 1953).....	69
Games Started (Cy Young, 1902).....	43
Complete Games (Cy Young, 1902).....	41
Innings Pitched (Cy Young, 1902).....	386
Bases on Balls (Mel Parnell, 1949).....	134
Strikeouts (Joe Wood, 1912).....	258
Shutouts (Cy Young, 1904 and Joe Wood, 1912).....	10



*"That's minor league, Kid.
Big Leaguers chew Beech-Nut Gum!"*

It's **FLAVOR-IFIC**





When your car is parked, CHEVRON Supreme is — we admit it — just a gasoline. But when you're driving — wow! That's when you'll feel this premium fuel's full power... notice its thrifty mileage. Try a tankful of CHEVRON Supreme — at any CHEVRON station. *The more you drive, the better you'll like CHEVRON Supreme!*

CHEVRON SUPREME
GASOLINE



HIT

at the game!



HIT

at
home!

Swift's
Premium



FRANKS are made fresh daily! So tender... so plump and juicy... so rich in complete, high-quality meat protein! Served in Fenway Park!



*The two most trusted words in meat.
Our 105th year.*

INFORMATION FOR PATRONS

For Information Pertaining to Games, Tickets, Etc., Call

COPLEY 7-2525

The executive offices of the Boston American League Baseball Company are at 24 Jersey Street.

Box and Reserved Seat tickets may be obtained in advance at the ADVANCE TICKET OFFICE at Fenway Park and at Filene's Men's Store.

The ADVANCE TICKET OFFICE is open daily from 9:00 A.M. until 5:00 P.M.

PRICES — INCLUDING TAX

Box Seats	2.75
Reserved Seats	2.00
General Admission	1.50
Bleachers75

STARTING TIMES

Single Games	1:30 P.M.
(Monday through Friday)	
Sat., Sun.	2:00 P.M.
Doubleheaders	1:30 P.M.
Night Games	8:15 P.M.

MAIL ORDERS

Make check or money order payable to Boston Red Sox. Include self-addressed stamped return envelope and mail to Red Sox Tickets, Fenway Park, Boston 15, Massachusetts.

Physicians expecting telephone calls are requested to leave their names and seat locations with the attendant at Office Door in back of grandstand at Section 20.

Patrons finding articles are asked to return them to the office.

We will consider it a favor if patrons will report to the office the slightest inattention or rudeness on the part of any employee.

for you from **Hancock Tower**

- **HOURLY WEATHER SIGNALS**
- **BOSTON'S FINEST VIEW**

Watch the famous John Hancock Tower for the latest weather news — flashed every hour on the hour. And be our guest on the Observation Floor, 348 feet above the street, for a miles-wide view of all Boston and far beyond. We'll welcome you!

STEADY RED means RAIN

* **FLASHING RED means NO BALL GAME**

STEADY BLUE means FAIR

FLASHING BLUE means CLOUDY

TOWER VISITING HOURS:

9:30 a. m. to 4 p. m.
Monday to Friday

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

* (Winter signal means snow)

THOMAS A. YAWKEY'S 28th YEAR

It was just before the start of spring training in 1933 that Thomas A. Yawkey became the owner of the Red Sox so that they are now in their 28th year under his ownership and presidency. This will be the second season under the guidance of Stanley R. "Bucky" Harris as General Manager. Mike Higgins returned to the helm as Red Sox manager on June 14 after having been away from that job since last July 3d, but he had been manager up to that date from the start of the 1955 season. Billy Herman and Sal Maglie are new members of the coaching staff this year.

"ON THE BALL"
for 100 years!



GREAT WESTERN PRODUCERS, INC. • HAMMONDSPORT • N. Y.

New England's **No. 1** Ford Dealer
In Sales

in 1958-57-56

*

THE PRICE MUST BE RIGHT AT

Elbery Motor Co., Inc.

FORD

Falcon
Sales

Thunderbird
Service

360 RIVER STREET CAMBRIDGE, MASS.

KIRKLAND 7-3820

OPEN EVENINGS

SAY Seagram's SINCE 1857 AND BE Sure



BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY.

SCORING MADE EASY

Baseball Shorthand, as used by baseball writers, will render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols. For symbols and example of system, see following page.

NUMBER PLAYERS AS FOLLOWS

Pitcher	1	Second Baseman	4	Left Fielder	7
Catcher	2	Third Baseman	5	Center Fielder	8
First Baseman	3	Shortstop	6	Right Fielder	9



It's more fun to be a fan
when you refresh with
Hood Ice Cream . . .



Hey, get your Hood ICE CREAM

Ask the boy
right now!



SOLD EXCLUSIVELY WITHIN THESE GROUNDS

TIME FOR COKE

RELAX
REFRESH



SYMBOLS FOR PLAYS

Single
Double
Triple
Home Run

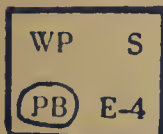


Reached base on error E
Fielder's Choice FC
Hit by Pitcher HP
Wild Pitch WP

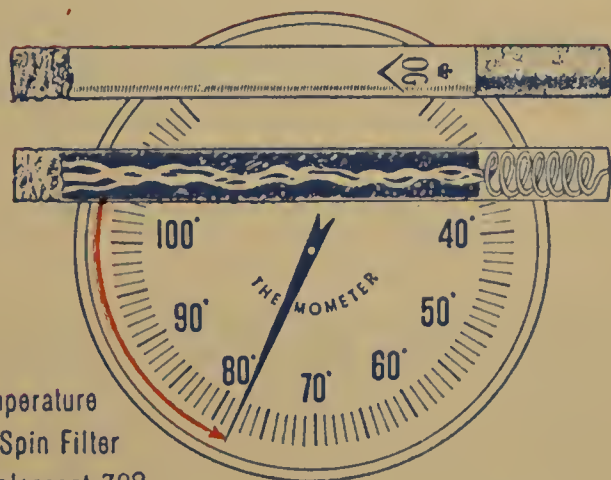
Stolen Base S
Sacrifice Hit SH
Passed Ball PB
Balk BK

Struck Out K
Base on Balls BB
Force Out FO

The lower lefthand corner of the scoring block should be considered as home plate. Progress is counter-clockwise with progress to first base indicated in lower righthand corner, to second in upper righthand corner, to third in upper lefthand corner and to home in lower left. In example to left, batter reached first on an error by the second baseman, stole second, went third on a wild pitch and scored on a passed ball. It is convenient to encircle all runs as shown so that scoring plays may be seen at a glance.



Old Gold Spin Filter
spins and cools the smoke



Average temperature
of Old Gold Spin Filter
smoke is a pleasant 78°.

and the cooler the smoke
the better the taste



THE BEST TASTE
YET...IN A FILTER
CIGARETTE

AMERICAN LEAGUE PITCHERS

Baltimore	32 Pappas	22 Donovan	Cleveland	31 Perry	16 Regan	Kansas City	36 Kutyna	23 Terry	Washington
15 Wilhelm	38 Walker	24 Wynn	17 Klippst'n	32 Briggs	17 Lary	15 Davis	37 Tr'w'b'ge	24 Maas	11 Hernandez
19 Jones	48 Fisher	27 Lown	18 Latman	33 Grant	18 Fischer	17 Johnson	38 Herbert	26 Duren	12 Clevenger
20 Hoelt		29 Rush	20 Lee	39 Bell	19 Burnside	20 Tsitouris		28 Ditmar	14 Ramos
23 Estrada	Chicago	35 Shaw	22 Stigman		23 Labine	24 Hall	New York	30 Shantz	15 Kralick
25 Stock	18 Score	38 Baumann	23 Harshman	Detroit	30 Sisler	26 Kucks	16 Ford	39 Coates	17 Pascual
48 Brown	19 Pierce	44 Kemmerer	29 Locke	14 Bunning	32 Bruce	28 Daley, B	18 Grba	40 Arroyo	18 Morgan
29 Barber	21 Staley	30 Bowsfield	15 Mossi		37 Aguirre	31 Garver	19 Turley	53 James	19 Wood'sh's

3 Runnels, 2b	16 Hardy, cf	25 Wills, p	30 Sullivan, H., c	35 Herman, co
5 Higgins, mgr	18 Sullivan, F., p	26 Wilson, p	32 Baker, co	36 Muffett, p
8 Sadowski, c	20 Fornieles, p	27 Monbouq'te, p	33 Maglie, co	39 Boone, 1b
15 Sturdivant, p	21 Borland, p	28 Repulski, lf	34 York, co	

BOSTON

10 Tasby, cf

7 Geiger, rf

9 Williams, lf

6 Wertz, 1b

22 Nixon, c

11 Malzone, 3b

12 Green, 2b

1 Buddin, ss

19 Casale, p

14 DeLoek, p

23 Brewer, p

CHICAGO — Wednesday, July 27 — Day Game at 1:30 P. M.

TOP
TASTE
TEAM!



6 Goodman, 3b	17 Torgeson, 1b	27 Lown, p	33 Cuccinello, co	39 Gutter'dge, co
7 Rivera, rf	18 Score, p	28 Ginsberg, c	34 Cooney, co	42 Lopez, mgr
8 Kluszeu's'i, 1b	21 Staley, p	29 Rush, p	37 Berres, co	44 Kemmerer, p
14 Esposito, ss	22 Donovan, p	32 Hicks, lf	38 Baumann, p	

CHICAGO

1 Landis, cf

2 Fox, 2b

9 Minoso, lf

5 Sievers, 1b

10 Lollar, c

16 Smith, rf

4 Freese, 3b

11 Aparicio, ss

24 Wynn, p

35 Shaw, p

19 Pierce, p

NATIONAL LEAGUE PITCHERS

Chicago	Cincinnati	Los Angeles	Milwaukee	Phila.	Pittsburgh	St. Louis	San Francisco
1 Anderson	1 Brosnan	1 Craig	1 Buhl	1 Buzhardt	1 Francis	1 Bridges	1 Antonelli
4 Drott	2 Henry	2 Drysdale	2 Burdette	3 Conley	2 Face	2 Broglio	2 Byerly
5 Elston	3 Hook	3 Koufax	3 Brunet	4 Farrell	3 Friend	5 Jackson	3 Jones
6 Ellsworth	5 McLish	5 McDevitt	4 Jay	5 Green	4 Gibbon	6 Kline	4 Loes
7 Hobbie	6 Newcombe	6 Podres	5 McMahon	7 Phillips	5 Green	7 McDaniel	5 Maranda
9 Morehead	7 Nuxhall	7 Roebuck	7 Pizarro	8 Owens	7 Haddix	8 Gibson	6 McCormick
10 Cardwell	8 Osteen	8 Sherry	9 Spahn	9 Roberts	8 Law	11 Sadecki	7 Miller
11 Freeman	9 O'Toole	9 Williams	10 Willey	10 Robinson	9 Witt	12 Simmons	8 Marichal
12 Schaf'r'th	10 Purkey	10 Palmquist	11 Piche	11 Short	11 Mizell	13 Bauta	9 O'Dell
13 Brewer	11 Grim				12 Cheney		10 Sanford
							11 Shipley

ECONOMY ON
THE MOVE!

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DAUPHINE

For illustrated brochure and literature on overseas delivery plan see your local dealer or write: Renault Distributors Corporation, 450 Arsenal Street, Watertown, Mass.



Le Car Hot!

KENT

Satisfies

Your

Appetite

For a Real

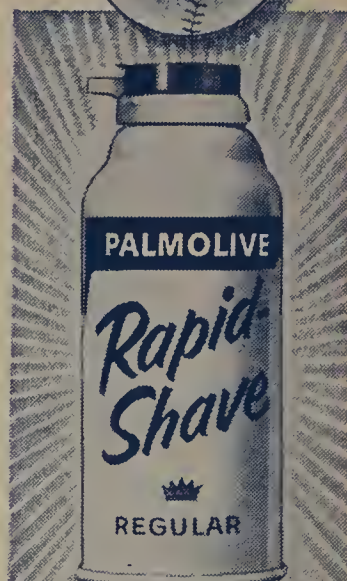
Good

Smoke!



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SUPER
MOISTURIZED



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FASTEST, SMOOTHEST
SHAVES POSSIBLE

REGULAR AND MENTHOL

TOUGH
BEARD?



Get GEM
Push-Button
Razor and Blades

In handsome Presentation
Case with Gem blades in
dispenser.

\$1.00

THEY SCORE IN EVERY LEAGUE



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1960 — BOSTON RED SOX AT HOME — 1960

NEW YORK	BALTIMORE	WASHINGTON	CHICAGO	CLEVELAND	DETROIT	KANSAS CITY
April 19, 20, 21 July 8*, 9, 10 Aug. 17*, 18 Sept. 23, 24, 25	May 13*, 14, 15 (2) July 4 (2) Aug. 19*, 20, 21 Sept. 27, 28	April 30 May 1 (2), 31* June 1, 2 July 6*, 7 Sept. 2*, 3, 4	May 10*, 11, 12 June 10*, 11, 12 July 26*, 27, 28 Aug. 26*, 27	May 8, 9 June 7*, 8, 9 July 22*, 23, 24 Aug. 23*, 24, 25	May 6, 7 June 28*, 29, 30 July 29*, 30, 31 (2) Aug. 30*, 31	May 3, 4 July 1*, 2, 3 Aug. 1, 2*, 3, 4, 28 (2)

* Night Game

(2) Doubleheader

Men of Action need a QUICK-ENERGY LIFT!



Refresh after every game with the cool, quick-energy flavor of Canada Dry Ginger Ale. Light—dry—not sugary sweet.

Refreshing ingredients keep you mentally alive, physically alert!

FIZZ: Lively, sparkling bubbles that aid digestion.

FLAVOR: Delectable, less sweet, gingery, improves appetites!

FUN: Delicious quality quenches thirst instantly. Try it!



GINGER ALE



HI, NEIGHBOR! HAVE A 'GANSETT

Narragansett Brewing Company, Cranston, R. I.



1960 — BOSTON RED SOX AWAY — 1960

NEW YORK	BALTIMORE	WASHINGTON	CHICAGO	CLEVELAND	DETROIT	KANSAS CITY
April 26	April 27*, 28*	April 18, 22*,	May 17*, 18*, 19	May 20*, 21	May 22 (2)	May 24*, 25
June 3*, 4, 5 (2)	May 28*, 29,	23, 24	June 24*, 25,	June 17*, 18,	June 14*, 15, 16	June 20*, 21*,
Sept. 5 (2), 6,	30 (2)	May 26*, 27*	26 (2)	19 (2)	Aug. 5*, 6, 7 (2)	22*, 23*
30*	Aug. 12*, 13*, 14	Aug. 15*, 16	July 18*, 19*, 20*	Aug. 9*, 10*, 11	Sept. 7*, 8	July 15*, 16*, 17
Oct. 1, 2	Sept. 20*, 21*	Sept. 16*, 17, 18	Sept. 11	Sept. 13*, 14*		Sept. 9*, 10

* Night Game

(2) Doubleheader

Tops at 'home plate'!



Great on franks!

FENWAY PARK

Constructed 1912

Rebuilt 1934

Seating Capacity 34,819

Distances to Fences

Left field.....	315 feet
Center field.....	390 feet
Center field corner.....	420 feet
Deep right field.....	380 feet
Right field	302 feet

Height of Fences

Left field wall.....	37 feet
(Screen above wall 23 feet)	
Center field wall.....	17 feet
Bull pens	5 feet
Right field	3-5 feet

The wall in left field is 315 feet from home plate at the foul line. The wall extends to dead centre field, at the flag-pole, where it is 390 feet distant; it is 420 feet to the deep point in center field at the end of the Red Sox bull pen; 380 feet to the deep point in right field at the visitor's bull pen, and 302 feet down the right field foul line.

From the field to the top of the left

field wall the vertical distance is 37 feet, and 60 feet to the top of the screen which rises from the top of the wall.

The wall fronting the center field bleachers is 17 feet above ground level.

The farthestmost point from home plate in the ball park is at the rear of the center field bleachers (the former clock position) which is 536 feet and 66 feet from the ground.

The fence in front of the bull pens and at the turn of the grandstand in right field varies from 5 feet, 4 inches to 3 feet, 6 inches.

Fenway Park is brilliantly illuminated for night games by 1120 lights of 1500 watts each on the seven light towers.

It is 90 feet between each base around the diamond, and the basepaths are three feet in width. From home plate to the pitcher's plate measures 60 feet, 6 inches. There are 127 feet, $3\frac{3}{8}$ inches between home and second base, and, of course, the same distance across the diamond from first base to third.

People try it...
and they like it!



CARLING

Black Label Beer

CARLING BREWING COMPANY, Natick, Mass.

The filter cigarette with the unfiltered taste

Marlboro



*Make yourself
comfortable—
have a
Marlboro*

Flip-Top box or king-size soft pack



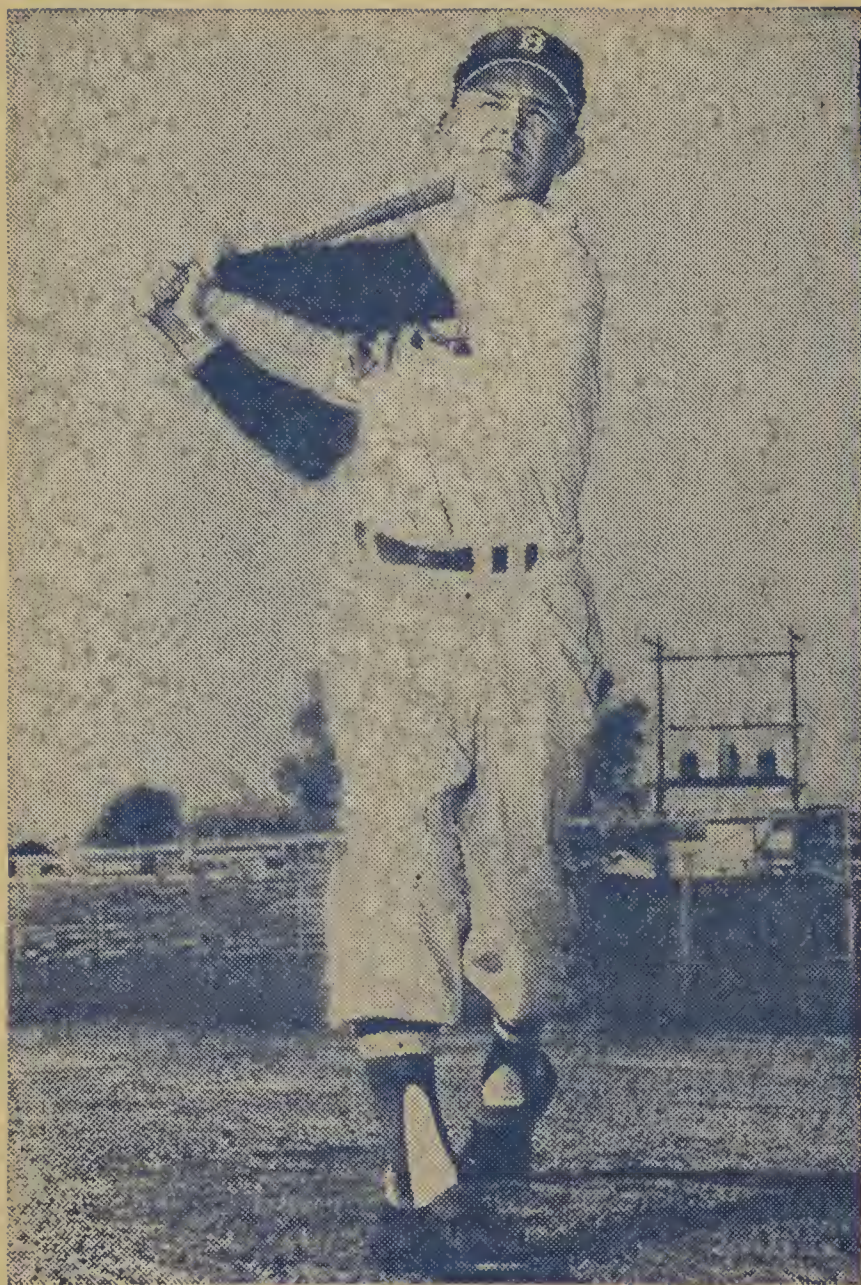
A WONDERFUL SOUVENIR

Want to have pictures, autographs, records and biographies of all the Red Sox players? The 1960 Red Sox Yearbook makes a wonderful souvenir for fans, and contains all this invaluable information plus interesting stories and pictures about all phases of the Red Sox organization. This attractive pictorial book is on sale at Fenway Park, or may be ordered by mail simply by sending 50 cents, plus 10 cents postage, to "Red Sox Yearbook, Fenway Park, Boston 15, Massachusetts."

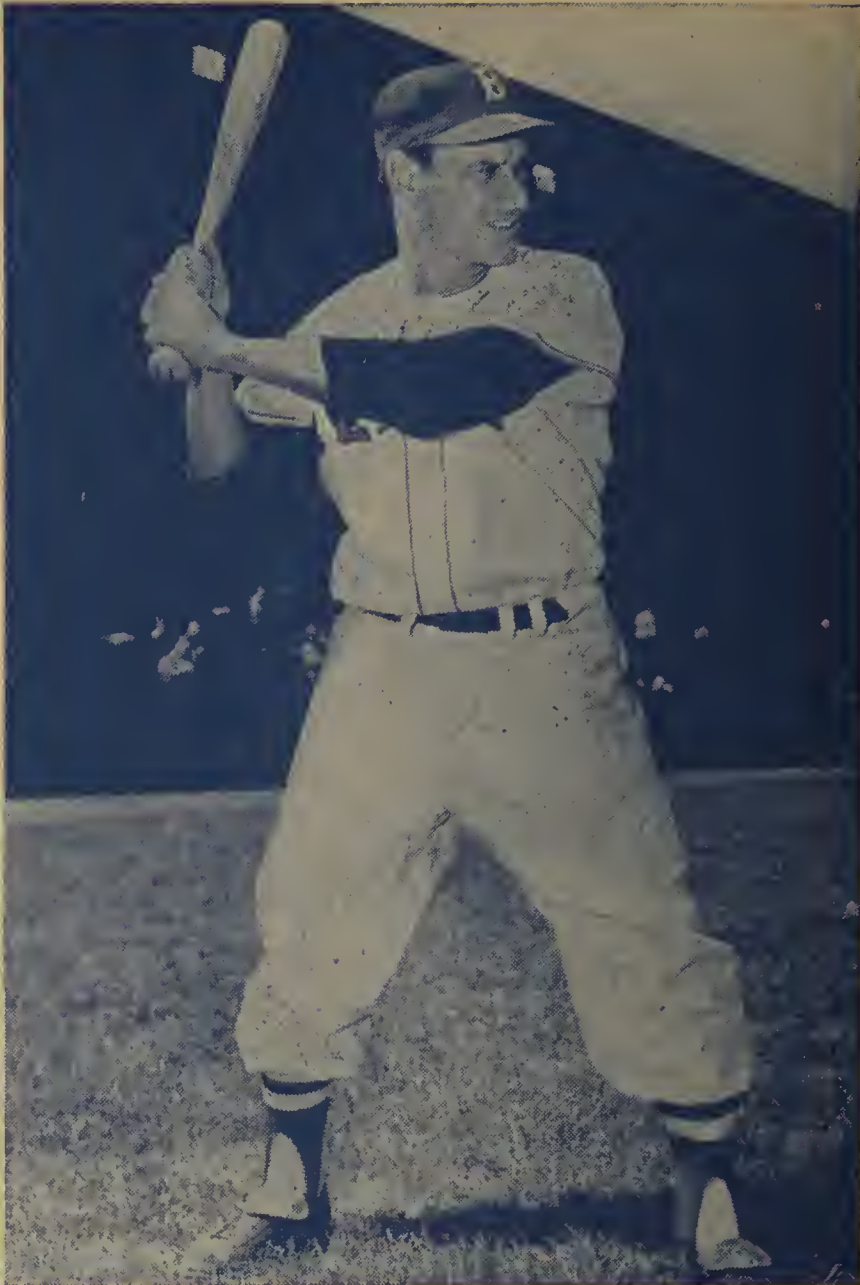
YES —the Booth's High & Dry gin you buy in the United States is made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under direct supervision of famous Booth's Distilleries, Ltd., London, England.



Distilled London Dry Gin • 90 proof • 100% Neutral Spirits Distilled from Grain.
W. A. Taylor & Company, New York, N.Y. • Sole Distributors for the U. S. A.



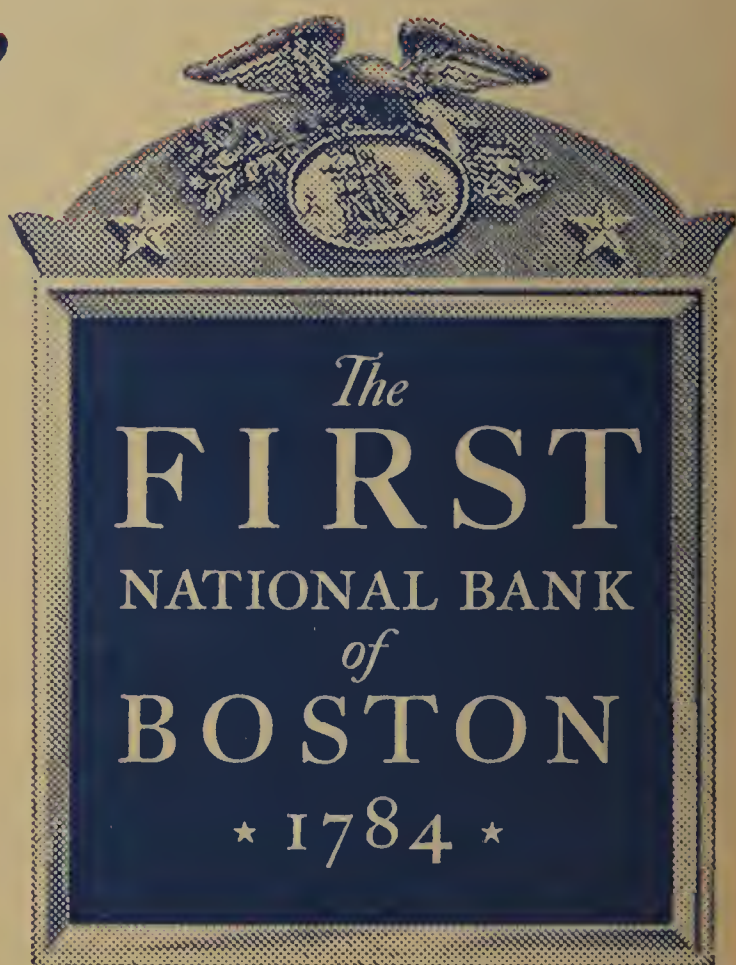
PETE RUNNELS
Infielder



FRANK MALZONE
Infielder

When you need to borrow
YOU'RE SAFE
at The FIRST!

- ★ Instalment loans for every useful purpose
- ★ Low bank rates — no red tape
- ★ Quick confidential service



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BIG LEAGUE REFRESHMENT IN EVERY DROP!



SEAGRAM'S GOLDEN GIN

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. 90 PROOF. DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN.

SOUVENIR BOOTHS

Souvenir booths are now conveniently located in the stands for those fans who wish to purchase baseball souvenirs. Following is a list of articles being sold:—

Baseball (Facsimile Autographed)	\$2.50
Red Sox Crew Hat (small, medium, large)	1.60
Red Sox Sport Hat (small, medium, large)	1.50
Red Sox Baseball Cap (small, medium, large)	\$1.00 and 1.50
Bat Rack Bank	\$1.50

Red Sox Trophy	1.50
Red Sox Cushion	1.00
Red Sox Pen-Pencil Set75
Red Sox Emblem50
Red Sox Pennant50
Red Sox Pictures (set of 12)25

The above items may be ordered by mail from H. M. S., Inc., 24 Jersey Street, Boston 15, Mass. Check or money order should include additional 15¢ to cover handling and mailing charges.

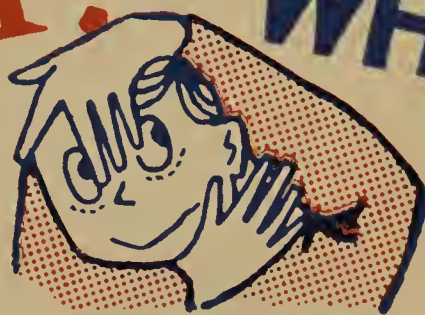


*You're sure
to
SCORE
with*

7-20-4
R.G. SULLIVAN'S
CIGARS

R. G. SULLIVAN INC.
MANCHESTER, N. H.

SHY? WHY?



**WHEN YOU NEED A PERSONAL LOAN
YOU'RE WELCOME AT**

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and TRUST COMPANY**

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COPLEY SQUARE OFFICE: 587 Boylston St.
MASS. AVE. OFFICE: Mass. Ave. and Boylston St.

Richmond 2-4500

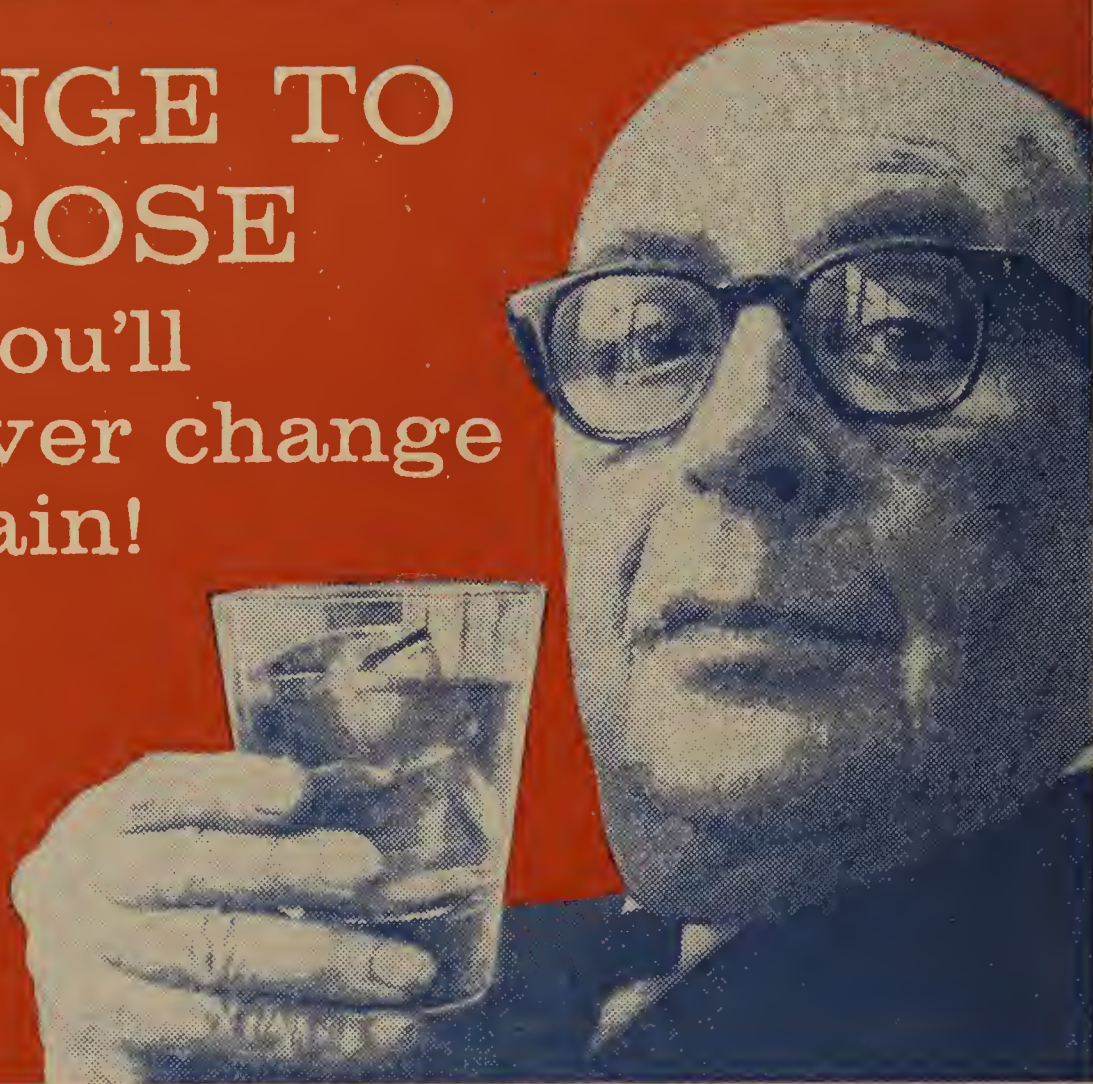


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SIR CEDRIC HARDWICKE, Internationally famous stage and screen star, says:

CHANGE TO MELROSE

...you'll
never change
again!



SUPERLATIVE BLENDED WHISKEY, 90 PROOF, 60% GRAIN NEUTRAL SPIRITS. MELROSE DIST. CO., NEW YORK, N. Y.

RED SOX CLUB LEADERS, 1959

BATTING AVERAGE (Pete Runnels)314
HITTING IN CONSECUTIVE GAMES (Pete Runnels)	17
HOME RUNS (Jackie Jensen)	28
RUNS BATTED IN (Jackie Jensen).....	112
HITS (Pete Runnels)	176
RUNS (Jackie Jensen)	102

DOUBLES (Frank Malzone)	34
TRIPLES (Pete Runnels)	6
STOLEN BASES (Jackie Jensen).....	20
BASES ON BALLS (Pete Runnels).....	95
STRIKEOUTS (MOST) (Don Buddin).....	99
STRIKEOUTS (FEWEST) (Pumpsie Green)....	21

LIGHT, FLAKY CRUST!

Table talk
pies



**She deserves
to eat out**

—at least once a week!

Whether it be dinner, breakfast, brunch or lunch . . . the pleasure's made greater by America's best-loved beverage—coffee! And Chase & Sanborn Coffees are served by more fine hotels and restaurants throughout America than any other brand!





FRANK MALZONE
SAYS:
ENJOY THE GAME
RELAX

WITH A MILD

J-A
CIGAR

"that's my cigar..."



RED SOX FARM SYSTEM

The Red Sox farm system for 1960, directed by John J. Murphy, includes the following clubs: Minneapolis (Class AAA, American Association), Manager Eddie Popowski; Allentown (Class A, Eastern League), Manager Warren Robinson; Raleigh (Class B, Carolina League), Manager Ken Deal; Waterloo (Class D, Midwest League), Manager Matt Sczesny; Corning (Class D, New York-Penn. League), Manager Len Okrie; Alpine (Class D, Sophomore League), Manager Dick Kinamon.

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**Boston's Fastest Growing
Social Center . . .**

1200

**BEACON STREET
HOTEL**

**FINEST FOOD IN BOSTON
INTIMATE COCKTAIL LOUNGE
FREE PARKING**

**BEAUTIFUL NEW BANQUET ROOMS
FOR PARTIES UP TO 800**

Home of the Famous BARN
Boston's Most Unique Cocktail Lounge

**THE LARGEST
CO-OPERATIVE BANK IN MASSACHUSETTS**

is the friendly

**MERCHANTS CO-OPERATIVE
BANK**

HENRY H. PIERCE, President

125 Tremont at Park Street, Boston
Tel.: Liberty 2-6050

LARGEST	in Assets	\$60,000,000.00
LARGEST	in Holdings of Government-Guaranteed Loans	\$22,000,000.00
LARGEST	in cash and Securities	\$10,000,000.00
LARGEST	in Guaranty, Surplus and Reserves	\$ 4,900,000.00

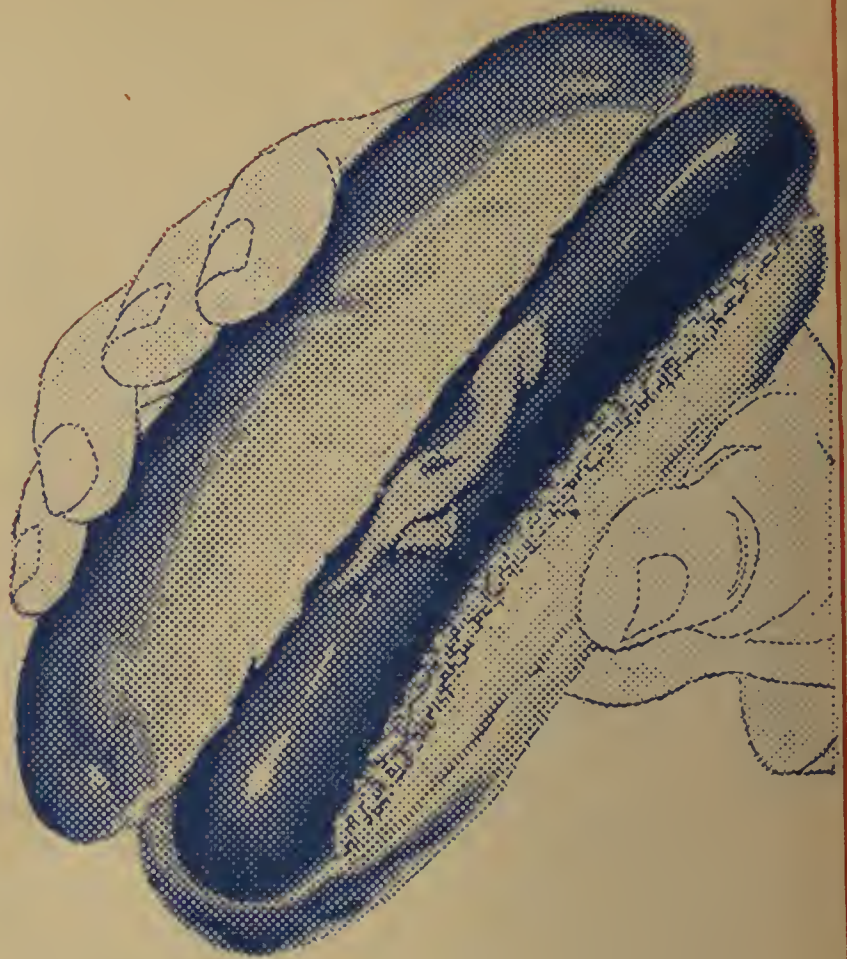
Current Dividend 3³/₄ % per annum
Payable Quarterly

Individual and Corporate Accounts up to \$10,000
Joint, Pension, Charitable and Retirement Accounts up
to \$20,000.

ALL ACCOUNTS INSURED IN FULL

they have an...

**"OPEN-FIRE
FLAVOR"**



FRANKS

Plump • Juicy • Tender

THE JIMMY FUND

The Boston Red Sox are proud to act as co-sponsors, together with the Variety Club of New England, of the annual Jimmy fund activities in behalf of the Children's Cancer Research Foundation. Ted Williams of the Red Sox serves as General Chairman of the fund drive, and under his chairmanship the last four years a total of \$2,159,300 has been raised for treatment and research in the fight against cancer in children.

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*The Finest Tasting Whiskey
of its Type*



BLENDING WHISKEY • 62½% GRAIN NEUTRAL SPIRITS
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SINCE 1895

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**La Primadora &
Optimo Cigars**



Hey-y, getcha cold beer...

Hey-y, getcha **Ballantine**

Double LL

**LIGHT
LAGER**



the 'crisp' refresher...

P. Ballantine & Sons, Newark, N. J.

the light beer with true lager flavor!

From Maine to Florida, Ballantine is the largest-selling beer in the East.

Exclusive
new discovery
whips
extra smoothness
into
Schenley
WHISKY



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